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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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CHRISTENSEN, O'CONNOR, JOHNSON, KINDNESS, PLLC 1420 FIFTH AVENUE SUITE 2800 SEATTLE, WA 98101-2347			PATEL, MANGLES M	
			ART UNIT	PAPER NUMBER
			2178	

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Please find below and/or attached an Office communication concerning this application or proceeding.

<p align="center">Office Action Summary</p>	<p>Application No.</p> <p>10/788,885</p>	<p>Applicant(s)</p> <p>LEBLANG ET AL.</p>	
	<p>Examiner</p> <p>Manglesh M. Patel</p>	<p>Art Unit</p> <p>2178</p>	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 21 August 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-3,12-15,17,20-28,32-36 and 38-65 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-3,12-15,17,20-28,32-36 and 38-65 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This **FINAL** action is responsive to the amendment filed on 8/21/2006.
2. Claims 1-3, 12-15, 17, 20-28, 32-36 and 38-65 are pending. Claims 1-3, 12, 15, 24-25, 32, 49 and 60 are independent claims.

Withdrawn Rejections

3. The 35 U.S.C. 112 rejections of claims 25-31 have been withdrawn in light of the amendment.
4. The 35. U.S.C. 101 rejections of claims 25-31 have been withdrawn in light of the amendment.
5. The 35 U.S.C. 102 (e) rejections of claims 1-12, 14-16, 18-37 and 39-48 with cited reference of Keohane U.S. Pub 2004/0187074 has been withdrawn in light of the amendment.
6. The 35. U.S.C. 103 (a) rejections of claims 13, 17, 38 & 49-51 with cited references of Keohane U.S. Pub 2004/0187074 in view of Deguchi U.S. Pub 2003/0236711 has been withdrawn in light of the amendment.

Claim Rejections - 35 USC § 103

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.
8. Claims 1-3, 12-15, 17, 20-28, 32-36 and 38-65 are rejected under 35 U.S.C. 103(a) as being unpatentable over Keohane (U.S. Pub 2004/0187074, filed on Mar 19, 2003) in view of Brown (U.S. 7, 073, 121 filed on Nov 26, 2002).

Regarding Independent claim 1, Keohane discloses a method in a computing system for highlighting links to web sites that are of interest to a user, comprising: Displaying a first web page requested by a user from a web sites (paragraph 7, wherein a received web document is bookmarked, thereby including the display of a first web page requested by the user from a web site. Bookmarking is creating a link of a site so you can return to that site at a later time, therefore a first web page which is the bookmarked page is displayed); Receiving an indication from the user that the web site is of interest to the user (paragraphs 7 & 24, wherein

the indication from the user includes the selection of a bookmark function of the web page as shown in fig 3 numeral 74); In response to the indication from the user that the web site is of interest to the user: determining the identity of the web site from the URL of the first web page, (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein bookmarking includes determination of the URL to save the link of interest); Storing an entry corresponding to the web site in a list of web sites of interest, at a time after the storing, receiving a request by the user for a second page (paragraphs 4, 7-9 & 24, wherein bookmarking includes the storing of the web pages within a list. Keohane further describes that other pages accessed by the user are then compared with the bookmarked pages to determine if they are the same or already been bookmarked. Therefore a second page is accessed, which is the page that is compared to the links already stored within the bookmark to determine a match); Identifying within the second web page a link that points to the web site specified by the stored entry in the list of web sites of interest (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore a link within the second page is identified); Displaying the second web page as modified (paragraphs 5, 7-9, 24 & fig 3 & 5, wherein the modified page is displayed by including the visual indicator). Although Keohane mentions in paragraph 6 the use of indicators for visually distinguishing the hyperlinks such as a book image, he fails to explicitly describe the image being content associated to the web site that corresponds to the identified link. Brown teaches modifying the second web page to indicate that the identified link points to a web site of interest to the user and an indicator associated with the identified link, the indicator representing content of the web site that corresponds to the identified link (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnails are associated with the links and displayed to the user. The content shown in fig 8 is the actual web page of the link described as a thumbnail); Wherein the indicator is modified in response to a change in the content of the web site (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, the invention addresses the problem associated with broken links by displaying the change in content of the web site to the thumbnail); At the time of the invention it would have been obvious to one of ordinary skill in the art to have included visual indicator associated with the web page to identify the bookmarked hyperlinks. The motivation for doing so would have been to enable the user to make more informed decisions about which links to follow by providing a preview of the links using thumbnails.

Regarding Independent claim 2, Keohane discloses a method in a computing system for identifying links to web sites that are of interest to a user, comprising: Displaying a first web page (paragraph 7, wherein received web document is bookmarked, thereby including the display of a first web page requested by the user from a web site. Bookmarking is creating a link of a site so you can return to that site at a later time, therefore a first web page which is the bookmarked page is displayed); Displaying a web site selection control in conjunction with the first web page (paragraphs 7 & 24, wherein the web site control includes a bookmark function of the web page as shown in fig 3 numeral 74); In response to activation of the web site selection control by the user while the first web page is displayed: Creating a new entry corresponding to the first web page in a list of web sites of interest, identifying a web site containing the first web page, and storing in the created entry information specifying the identified web site (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein bookmarking includes determination of the URL to save the link of interest within a list); At a time after the storing, receiving a request for a second web page (paragraphs 4, 7-9 & 24, wherein bookmarking includes the storing of the web pages within a list. Keohane further describes that other pages accessed by the user are then compared with the bookmarked pages to determine if they are the same or already been bookmarked. Therefore a second page is accessed, which is the page that is compared to the links already stored within the bookmark to determine a match); Identifying within the second web page a link that points to the web site specified by the created entry (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore a link within the second page is identified); Displaying the second web page as modified (paragraphs 5, 7-9, 24 & fig 3 & 5, wherein the modified page is displayed by including the visual indicator). Although Keohane mentions in paragraph 6 the use of indicators for visually distinguishing the hyperlinks such as a book image, he fails to explicitly describe the image being content associated to the web site that corresponds to the identified link. Brown teaches modifying the second web page to indicate that the identified link points to a web site of interest and an indicator associated with the identified link, the indicator corresponding to content of the web site to which the identified link points, the content of the web site being obtained from a part of the web site of interest that is distinct from the part of the web site to which the identified link initially points (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnails are associated with the links and displayed to the user. The content shown in fig 8 is the actual web page of the link described as a thumbnail); Wherein the indicator is modified in response to a change

request from the web site (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, the invention addresses the problem associated with broken links by displaying the change in content of the web site to the thumbnail); Brown doesn't explicitly teach the specific content being displayed, instead the thumbnail represents the actual web page associated with the link. However it would have been obvious to one of ordinary skill to display specific content in the page associated with the links page. The motivation for doing so would have been to reduce the size of the thumbnail by including a portion of content instead of the entire web page, thereby increasing the processing of the page for display in a browser.

Regarding Independent claim 3, Keohane discloses a method in a computing system for identifying links to web sites that are of interest to a user, comprising: For each link in a web page requested by a user, determining whether the link points to a web site specified by any entry in a list of web sites of interest (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore the second page is modified by visually indicating that the link points to a site of interest since it has been bookmarked already); Displaying a web site selection control in conjunction with the requested web page (paragraphs 7 & 24, wherein the web site control includes a bookmark function of the web page as shown in fig 3 numeral 74); and If the user activates the web site selection control while the requested web page is displayed: Identifying a web site containing the requested web page, and storing a new entry containing the identified web site in the list of web sites of interest (paragraphs 5, 7-9 & 24, wherein activation of the bookmark control includes identifying the page and storing the link within the bookmark list); For each link in the web page determined to point to a web site specified by any entry in a list of web sites of interest, modifying the web page to identify the link as pointing to a web site of interest, the link being attached to at least one indicator for the web site (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore the second page is modified by visually indicating that the link points to a site of interest since it has been bookmarked already. Further the link is attached to the indicator of the web site has described in paragraph 8); Displaying the requested web page as modified (paragraphs 5, 7-9, 24 & fig 3 & 5, wherein the modified page is displayed by including the visual indicator); Although Keohane mentions in paragraph 6 the use of indicators for visually distinguishing the hyperlinks such as a book image, he fails to explicitly describe the

image being dynamic content associated to the web site that corresponds to the identified link. Brown discloses Configuring the at least one indicator to be modifiable while the requested web page is being displayed (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, the invention addresses the problem associated with broken links by displaying the change in content of the web site to the thumbnail. Thereby the indicator is modifiable since it represents changing content of the web sites associated with links while the requested page is being displayed); Wherein the at least one indicator is indicative of content targeting the user, the content being obtained from the web site of interest (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, Brown indicates that the indicator is content targeting the user based on his search query thereby obtaining content from the web site of interest); At the time of the invention it would have been obvious to one of ordinary skill in the art to have included visual indicator associated with the web page to identify the bookmarked hyperlinks. The motivation for doing so would have been to enable the user to make more informed decisions about which links to follow by providing a preview of the links using thumbnails.

Regarding Independent claim 12, Keohane discloses a method for processing a web page, comprising: Receiving the web page (paragraph 7, wherein a received web document is bookmarked, thereby including the display of a first web page requested by the user from a web site. Bookmarking is creating a link of a site so you can return to that site at a later time, therefore a first web page which is the bookmarked page is displayed); Determining whether the web page is part of a web site identified in a list of web sites indicated to be of interest (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore a link within the second page is identified); Although Keohane mentions in paragraph 6 the use of indicators for visually distinguishing the hyperlinks such as a book image, he fails to explicitly describe the image being dynamic content associated to the web site that corresponds to the identified link. Brown discloses If the web page is part of a web site identified in a list of web sites indicated to be of interest, displaying the web page in a manner that indicates that the web page is part of a web site indicated to be of interest, the web page including at least one indicator corresponding to content of the part of the web site indicated to be of interest (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnails are associated with the links and displayed to the user. The content shown in fig 8 is the actual web page of the link described as a thumbnail). Wherein

the at least one indicator is dynamically changeable based on the content of the part of the web site (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, the invention addresses the problem associated with broken links by displaying the change in content of the web site to the thumbnail). At the time of the invention it would have been obvious to one of ordinary skill in the art to include visual indicator associated with the web page to identify the bookmarked hyperlinks. The motivation for doing so would have been to enable the user to make more informed decisions about which links to follow by providing a preview of the links using thumbnails.

Regarding Dependent claim 13, with dependency of claim 12, Keohane fails to teach the indicator that includes content from the web page of the associated link. Brown discloses wherein the displaying comprises displaying within the web page the at least one indicator corresponding to a promotion from the web site, the promotion not being received with the web page (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnail indicator is the web page associated with the link and containing different content than the currently viewed web page with the identified links). Brown doesn't explicitly mention that the content includes promotional offer. However it would have been obvious to one of ordinary skill in the art to have included specific content such as advertisement including promotional offers with the links. The motivation for doing so would have been to provide content such as advertisements and promotional offers that interest the user based on the previously bookmarked links, thereby improving targeted advertisement and improving sales.

Regarding Dependent claim 14, with dependency of claim 12, Keohane discloses displaying a control usable by the user to indicate that a web site to which a presently-displayed web page belongs is of interest, and wherein displaying the web page comprises modifying the displaying of the control to indicate that the web page belongs to a web site indicated to be of interest (paragraphs 5, 7-9 & 24, wherein bookmarking includes accessing the bookmark control to save the site of interest.).

Regarding Independent claim 15, Keohane a method in a computing system for tracking web sites, comprising: Displaying in conjunction with a browser window a control for indicating interest in web sites (paragraphs 7 & 24, wherein the web site control includes a bookmark function of the web page as shown in fig 3 numeral 74); Receiving an indication that a user has activated the control during

the display of a distinguished web page in the browser window (paragraphs 7 & 24, wherein the web site control includes a bookmark function of the web page as shown in fig 3 numeral 74. The bookmark function is activated when a user selects it from the menu thereby including receiving an indication by adding the URL to the bookmark); In response to receiving the indication: Identifying a web site with which the distinguished web page is associated (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein bookmarking includes determination of the URL to save the link of interest within a list, thereby identifying the web site of the distinguished web page); Adding the identified web site to a list of web sites that have been indicated by the user to be of interest (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein bookmarking includes determination of the URL to save the link of interest within a list). Although Keohane mentions in paragraph 6 the use of indicators for visually distinguishing the hyperlinks such as a book image, he fails to explicitly describe the image being dynamic content associated to the web site that corresponds to the identified link. Brown discloses When a link to a web page associated with the identified web site is displayed in the browser window at a time after the adding, attaching a dynamic indicator to the displayed link (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, the invention addresses the problem associated with broken links by displaying the change in content of the web site to the thumbnail); Wherein the dynamic indicator represents content from the identified web site and changes in response to any change in the content while the link to the web page is being displayed (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, the invention addresses the problem associated with broken links by displaying the change in content of the web site to the thumbnail thereby displaying a dynamic indicator). At the time of the invention it would have been obvious to one of ordinary skill in the art to include visual indicator associated with the web page to identify the bookmarked hyperlinks. The motivation for doing so would have been to enable the user to make more informed decisions about which links to follow by providing a preview of the links using thumbnails.

Regarding Dependent claim 17, with dependency of claim 15, Keohane fails to teach the indicator that includes content from the web page of the associated link. Brown discloses when a link to a web page associated with the identified web site is displayed in the browser window at a time after the adding, displaying the dynamic indicator representing a promotion for the identified web site in conjunction with the link (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the dynamic thumbnail indicator is the web page associated with the link and containing different content than

the currently viewed web page with the identified links). Brown doesn't explicitly mention that the content includes promotional offer. However it would have been obvious to one of ordinary skill in the art to have included specific content such as advertisement including promotional offers with the links. The motivation for doing so would have been to provide content such as advertisements and promotional offers that interest the user based on the previously bookmarked links, thereby improving targeted advertisement and improving sales.

Regarding Dependent claim 20, with dependency of claim 15, Keohane discloses wherein the activated control is one of a plurality of buttons, each button of the plurality corresponding to a different list of web sites that have been indicated by the user to be of interest, and wherein the identified web site is added to the list of web sites to which the activated control corresponds (paragraphs 7 & 24, wherein the control includes several buttons for different list of sites stored within the bookmark).

Regarding Dependent claim 21, with dependency of claim 20, Keohane discloses wherein each button of the plurality corresponds to a list of web sites relating to a different user interest, a different browsing mode, or a different subject matter (paragraphs 7 & 24, wherein the different button represent different browsing modes for different interests).

Regarding Dependent claim 22, with dependency of claim 21, Keohane discloses: Displaying in conjunction with the browser window a second control for bookmarking a web page (paragraphs 7 & 24, wherein the window contains a second control for bookmarking a page); Receiving an indication that the user has activated the second control during the display of the distinguished web page in the browser window (paragraphs 7 & 24, wherein activation of a second control is indicated by saving the URL of the page within the bookmark list); In response to receiving the indication that the user has activated the second control, adding the distinguished web page to a list of web pages that have been bookmarked, the list of web pages that have been bookmarked being distinct from the list of web sites that have been indicated by the user to be of interest (paragraphs 7 & 24, wherein the web site of interest is added to the list but differs from the bookmarked links).

Regarding Dependent claim 23, with dependency of claim 21, Keohane discloses wherein the browser window is displayed by a browser program, the method further comprising: In response to the display of the distinguished web page in the browser window, adding the distinguished web page to a list of pages visited by the browser program, the list of web pages visited by the browser program being distinct from the list of web sites that have been indicated by the user to be of interest (paragraphs 7 & 24, wherein the distinguished pages are different than the bookmarked pages and are added to the list).

Regarding Independent claim 24, Keohane discloses a computer-readable medium whose contents cause a computing system to track web sites by: During the displayed of a distinguished web page in the browser window, receiving a user input event associated with a web site tracking command (paragraphs 7 & 24, wherein tracking of the site includes saving of the URL within the bookmark); In response to receiving the user input event: Identifying a web site with which the distinguished web page is associated (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein bookmarking includes determination of the URL to save the link of interest within a list, thereby identifying the web site of the distinguished web page); Adding the identified web site to a list of web sites that have been selected for tracking by a user (paragraphs 7 & 24, wherein bookmarking includes identifying the web site that are selected for tracking by the user by determining the sites URL and saving it within the bookmark); Keohane fails to teach the indicator that includes dynamic content from the web page of the associated link. Brown discloses When a link to a web page associated with the identified web site is displayed in the browser window at a time after the adding, identifying and displaying an indicator for the link, the indicator being indicative of advertising content of the identified web site (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, the invention addresses the problem associated with broken links by displaying the change in content of the web site to the thumbnail); Updating the indicator in response to a change in the advertising content (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnail is updated based on changes in the website associated with the link). Brown doesn't explicitly mention that the content includes advertising information. However it would have been obvious to one of ordinary skill in the art to have included specific content such as advertisement including with the links. The motivation for doing so would have been to provide content such as advertisements that interest the user based on the previously bookmarked links, thereby improving targeted advertisement and improving sales.

Regarding Independent claim 25, Keohane discloses A system for storing and tracking user activities in web sites, comprising: a user-interest, component, the user-interest component comprising a plurality of entries, each entry identifying a web site explicitly indicated by a user to be of interest during the display of a web page within the identified web site, the entry not identifying the web page within the identified web site, Such that the contents of the user-interest component are used to highlight displayed information that relates to a web site identified by one of the entries and display a visual indicator, the visual indicator being dynamically modified to represent a promotion offer from the web site identified by one of the entries (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein the site of interest is bookmarked and then used later to highlight an entry within a web page after comparing it to the bookmark list for a match). Keohane fails to teach the indicator that includes dynamic content from the web page of the associated link. Brown discloses abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnail indicator is the web page associated with the link and containing different content than the currently viewed web page with the identified links. Brown doesn't explicitly mention that the content includes promotional offer. However it would have been obvious to one of ordinary skill in the art to have included specific content such as advertisement including promotional offers with the links. The motivation for doing so would have been to provide content such as advertisements and promotional offers that interest the user based on the previously bookmarked links, thereby improving targeted advertisement and improving sales.

Regarding Dependent claim 26, with dependency of claim 25, Keohane discloses further comprising a favorite web pages component, the favorite web pages component being distinct from the user-interest component and comprising a plurality of entries, each entry identifying a web page explicitly indicated by a user to be a favorite web page, such that the contents of the favorite web pages component are used to quickly visit a web page identified by one of the entries (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein the storage in memory of the favorite pages differs from the bookmarked list thereby providing faster access to a page through the favorite list).

Regarding Dependent claim 27, with dependency of claim 25, Keohane discloses wherein the user-interest component further comprises information associating each entry with one of a plurality of entry groups, such that information associating each entry with one of a plurality of entry groups is used to highlight displayed information that relates to a web site identified by a selected entry in different manners

based upon which group of entries the selected entry is associated with (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein the entries within the list consist of a group where highlighting in different manners is associated with the selected entry).

Regarding Dependent claim 28, with dependency of claim 25, Keohane discloses wherein the user-interest component further comprises information associating each entry with one of a plurality of entry groups, such that information associating each entry with one of a plurality of entry groups is used to highlight displayed information that relates to a web site identified by a selected entry only if the group of entries the selected entry is associated with is selected for highlighting when the information is displayed (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein each entry within the bookmark memory is associated with a group for highlighting if the selected entry information is displayed).

Regarding Independent claim 32, Keohane discloses a method in a computing system for analyzing a search result, comprising: Receiving a search result comprised of a set of entries each corresponding to a web site (paragraph 20, wherein a search result for web pages is received); Accessing a list of web sites indicated to be of interest (paragraph 20, wherein the search engine presents to the user a list of web pages to be of interest based on the user query); For each entry, if the web site to which the entry corresponds is included in the list, modifying the search result to identify the entry as corresponding to a web site of interest (paragraph 25-26, wherein the if the web site related to the bookmarked entry exists then the search result is modified by displaying the page with the indicators); Keohane fails to teach the indicator that includes dynamic content from the web page of the associated link. Brown discloses Wherein the search result is modified by, for each entry corresponding to a web site included in the list, adding to the entry an icon representing content related to the web site to which the entry corresponds, the icon being updated after negotiating with the web site with respect to the content (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the dynamic thumbnail indicator is the web page associated with the link and containing different content than the currently viewed web page with the identified links); At the time of the invention it would have been obvious to one of ordinary skill in the art to have included visual indicator associated with the web page to identify the bookmarked hyperlinks. The motivation for doing so would have been to enable the user to make more informed decisions about which links to follow by providing a preview of the links using thumbnails.

Regarding Dependent claim 33, with dependency of claim 32, Keohane discloses receiving user input specifying that the search result is to be modified to identify entries as corresponding to a web site of interest, wherein the modifying is performed in response to receiving the user input (paragraph 25-26, wherein user input is received to specify the query for modification for the bookmarked links).

Regarding Dependent claim 34, with dependency of claim 32, Keohane discloses wherein the modifying step is performed automatically, irrespective of any user input (paragraph 25-26, wherein the modification is performed without user input, since it is based on the comparison performed between the URL of the site to the bookmarked list).

Regarding Dependent claim 35, with dependency of claim 32, Keohane discloses wherein the entries of the received search result are arranged in an initial order, and wherein the search result is modified by reordering the entries in the search result into a second order such that the entries corresponding to web sites included in the list occur at the beginning of the second order (paragraph 25-26, wherein the queries are arranged into an order).

Regarding Dependent claim 36, with dependency of claim 32, Keohane discloses wherein the search result is modified by highlighting each entry corresponding to a web site included in the list (paragraph 25-26, wherein the result is modified by including highlighting of the entry that was part of the bookmarked list).

Regarding Dependent claim 38, with dependency of claim 32, Keohane fails to teach the indicator that includes dynamic content from the web page of the associated link. Brown discloses wherein the search result is modified by, for each entry corresponding to a web site included in the list, adding to the entry the icon representing a promotion for the web site to which the entry corresponds (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnail indicator is the web page associated with the link and containing different content than the currently viewed web page with the identified links). Brown doesn't explicitly mention that the content includes promotional offer. However it would have been obvious to one of ordinary skill in the art to have included specific content such as advertisement including promotional offers with the links. The motivation for doing so would have been to

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provide content such as advertisements and promotional offers that interest the user based on the previously bookmarked links, thereby improving targeted advertisement and improving sales.

Regarding Dependent claim 39, with dependency of claim 32, Keohane discloses wherein the search result is modified by, for each entry corresponding to a web site included in the list, adding to the entry an indication of the time at which the web site to which the entry corresponds was added to the list (paragraph 25-26, wherein time information is included with the entry, as part of the search history).

Regarding Dependent claim 40, with dependency of claim 32, Keohane discloses displaying the modified search result (paragraph 25-26, wherein the modified query is displayed).

Regarding Dependent claim 41, with dependency of claim 35, Keohane discloses wherein the modified search result is displayed in a web browser, and wherein the modifying is performed using a web browser add-on operating in conjunction with the web browser (paragraph 25-26, wherein the modified query is displayed within a browser including a plug-in).

Regarding Dependent claim 42, with dependency of claim 35, Keohane discloses wherein the modified search result is displayed in a web browser, and wherein the modifying is performed by the web browser (paragraph 25-26, wherein the modified query is displayed in the browser and performed by the browser).

Regarding Dependent claim 43, with dependency of claim 32, Keohane discloses transmitting the modified search result to a client computer system from which the received search result was requested (paragraph 25-26, wherein the modified query result is transmitted to the client computer and created from the client computer).

Regarding Dependent claim 44, with dependency of claim 32, Keohane discloses composing the list of web sites of interest in response to explicit expressions of interest by a user (paragraph 25-26, wherein a web site listing is performed in response to user input).

Regarding Dependent claim 45, with dependency of claim 32, Keohane discloses wherein the list of web sites of interest is derived from a set of bookmarked web sites (paragraph 25-26, wherein the web page list is provided from the bookmarked list).

Regarding Dependent claim 46, with dependency of claim 32, Keohane discloses wherein the list of web sites of interest is derived from a web browser history (paragraph 25-26, wherein the sites of interest are provided from a history).

Regarding Dependent claim 47, with dependency of claim 32, Keohane discloses wherein the accessed list of web sites includes web sites indicated to be of interest with respect to a first topic and web sites indicated to be of interest with respect to a second topic, and wherein the search result is modified to explicitly identify entries as corresponding to web sites of interest with respect to the first or second topic (paragraph 25-26, wherein the topics of interest are identified if they are already bookmarked).

Regarding Dependent claim 48, with dependency of claim 32, Keohane discloses accessing a second list of web sites indicated to be of interest that is separate from the list of web sites indicated to be of interest, and where the search result is modified to identify entries as corresponding to a web site on the list of web sites indicated to be of interest or as corresponding to a web site on the second list of web sites indicated to be of interest (paragraph 25-26, wherein a separate list is accessed pertaining to web sites of interest and includes a modified query to identify entries within the bookmarked list).

Regarding Independent claim 49, Keohane discloses a method in the computing system of selectively presenting promotional offers with respect to a subject web site, comprising: When a page of the subject web site is displayed, receiving user input identifying the web site to which the page belongs as being of interest (paragraph 7, wherein a received web document is bookmarked, thereby including the display of a first web page requested by the user from a web site. Bookmarking is creating a link of a site so you can return to that site at a later time, therefore a first web page which is the bookmarked page is displayed); In response to receiving the user input, displaying a promotional offer for the subject web site (paragraph 8, wherein Keohane describes displaying a indicator associated with the link to the user); Keohane fails to teach the indicator that includes dynamic content from the web page of the associated link. Brown discloses

Wherein the promotional offer is represented via a visual indicator which is modified in response to a change in the promotional offer (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnail indicator is the web page associated with the link and containing different content than the currently viewed web page with the identified links). Brown doesn't explicitly mention that the content includes promotional offer. However it would have been obvious to one of ordinary skill in the art to have included specific content such as advertisement including promotional offers with the links. The motivation for doing so would have been to provide content such as advertisements and promotional offers that interest the user based on the previously bookmarked links, thereby improving targeted advertisement and improving sales.

Regarding Dependent claim 50, with dependency of claim 49, Keohane discloses wherein the displaying is performed immediately in response to the user input (paragraphs 7-8);

Regarding Dependent claim 51, with dependency of claim 49, Keohane discloses wherein the displaying is performed at a time after the user input is received (paragraphs 7-8).

Regarding Dependent claim 52, with dependency of claim 1, Keohane discloses wherein the content of the web site is obtained from one or more web pages in the web site and the identified link point to a web page that is different from the one or more web pages (paragraphs 7-8).

Regarding Dependent claim 53, with dependency of claim 3, Keohane discloses determining an event to modify the at least one indicator (paragraphs 7-8).

Regarding Dependent claim 54, with dependency of claim 53, Keohane discloses wherein the event is determined when there is a change in the content targeting the user (paragraphs 7-8).

Regarding Dependent claim 55, with dependency of claim 53, Keohane discloses wherein the event is determined based on user interactions with respect to the at least one indicator (paragraphs 7-8);

Regarding Dependent claim 56, with dependency of claim 53, Keohane discloses displaying the web page with the at least one indicator which has been modified based on the event (paragraphs 7-8).

Regarding Dependent claim 57, with dependency of claim 12, Keohane discloses wherein the at least one indicator is displayed indicative of information about the date on which the user has indicated the web site to be of interest (paragraphs 7-8).

Regarding Dependent claim 58, with dependency of claim 13, Keohane fails to teach the indicator that includes dynamic content from the web page of the associated link. Brown discloses wherein the promotion is updated based on the user selection on the web page (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnail indicator is the web page associated with the link and containing different content than the currently viewed web page with the identified links). Brown doesn't explicitly mention that the content includes promotional offer. However it would have been obvious to one of ordinary skill in the art to have included specific content such as advertisement including promotional offers with the links. The motivation for doing so would have been to provide content such as advertisements and promotional offers that interest the user based on the previously bookmarked links, thereby improving targeted advertisement and improving sales.

Regarding Dependent claim 59, with dependency of claim 15, Keohane fails to teach the indicator that includes dynamic content from the web page of the associated link. Brown discloses wherein the dynamic indicator includes an image and text corresponding to the content (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnail includes both image and text data); At the time of the invention it would have been obvious to one of ordinary skill in the art to have included visual indicator associated with the web page to identify the bookmarked hyperlinks. The motivation for doing so would have been to enable the user to make more informed decisions about which links to follow by providing a preview of the links using thumbnails.

Regarding Independent claim 60, Keohane discloses a method in a computing system for displaying a web page with a visual indicator related to content of web sites that are of interest to a user, comprising: Receiving a request by the user for a web page (paragraph 7, wherein a received web document is

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bookmarked, thereby including the display of a first web page requested by the user from a web site.

Bookmarking is creating a link of a site so you can return to that site at a later time, therefore a first web page which is the bookmarked page is displayed); Identifying within the web page a link that points to a web site specified in the list of web sites of interest, the list of the web sites of interest being predefined by the user (paragraphs 7 & 24, wherein the indication from the user includes the selection of a bookmark function of the web page as shown in fig 3 numeral 74); Modifying the web page with the identified link being visually distinctive from other content in the web page, the identified link pointing to a web site of interest to the user (paragraphs 7 & 24, wherein the link is visually distinctive by a underlining of the content or typical coloring of the link); Modifying the web page to include a visual indicator associated with the identified link (paragraph 8, wherein the link includes a visual indicator); Displaying the modified web page (paragraph 8-9, wherein the web page is displayed); Although Keohane mentions in paragraph 6 the use of indicators for visually distinguishing the hyperlinks such as a book image, he fails to explicitly describe the image being content associated to the web site that corresponds to the identified link. Brown teaches Obtaining information relating to the web site that corresponds to the identified link (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnails are associated with the links and displayed to the user. The content shown in fig 8 is the actual web page of the link described as a thumbnail); Wherein during the display of the modified web page, the visual indicator is updated to represent the obtained information (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, the invention addresses the problem associated with broken links by displaying the change in content of the web site to the thumbnail); At the time of the invention it would have been obvious to one of ordinary skill in the art to have included visual indicator associated with the web page to identify the bookmarked hyperlinks. The motivation for doing so would have been to enable the user to make more informed decisions about which links to follow by providing a preview of the links using thumbnails.

Regarding Dependent claim 61, with dependency of claim 60, Keohane discloses assigning a specific color to the identified link based on the obtained information (paragraphs 7 & 24, wherein the link is visually distinctive by a underlining of the content or typical coloring of the link).

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Regarding Dependent claim 62, with dependency of claim 60, Keohane discloses including an image to the visual indicator, the image being obtained from the web site (paragraph 8, wherein the image is associated with the link and displayed near the link).

Regarding Dependent claim 63, with dependency of claim 60, Keohane discloses wherein the information is obtained from a first web page in the web site, the first web page being different from the second web page to which the link points (paragraph 8).

Regarding Dependent claim 64, with dependency of claim 60, Keohane fails to teach the indicator that includes dynamic content from the web page of the associated link. Brown discloses wherein the information is a promotion offer targeting a user group with which the user is associated (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67, wherein the thumbnail indicator is the web page associated with the link and containing different content than the currently viewed web page with the identified links). Brown doesn't explicitly mention that the content includes promotional offer. However it would have been obvious to one of ordinary skill in the art to have included specific content such as advertisement including promotional offers with the links. The motivation for doing so would have been to provide content such as advertisements and promotional offers that interest the user based on the previously bookmarked links, thereby improving targeted advertisement and improving sales.

Regarding Dependent claim 65, with dependency of claim 60, Keohane discloses wherein the information is obtained from an operator of the web site (paragraphs 7-8).

*It is noted that any citation **[[s]]** to specific, pages, columns, lines, or figures in the prior art references and any interpretation of the references should not be considered to be limiting in any way. A reference is relevant for all it contains and may be relied upon for all that it would have reasonably suggested to one having ordinary skill in the art. **[[See, MPEP 2123]]***

Response to Arguments

9. Applicants arguments filed 8/21/06 have been fully considered but are moot in view of the new grounds of rejection. The Keohane reference teaches bookmarking and application of an indicator near the links that are

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associated to the stored bookmarks (See paragraphs 7-8). However Keohane fails to teach the indicator being dynamic content associated with the link. The Brown reference displays a preview of a web page in a thumbnail format, the content is dynamic to avoid the issue of broken links, further the thumbnail is associated to the identified links (abstract, fig 8, column 2, lines 28-46, column 4, lines 15-44 and column 6, lines 8-67). Brown doesn't explicitly mention that the content includes promotional offer. However it would have been obvious to one of ordinary skill in the art to have included specific content such as advertisement including promotional offers with the links. The motivation for doing so would have been to provide content such as advertisements and promotional offers that interest the user based on the previously bookmarked links, thereby improving targeted advertisement and improving sales.

Conclusion

Other Prior Art Cited

10. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Ran et al. (U.S. 6, 864, 904) discloses "Framework For Providing Visual Context to WWW Hyperlinks"
- Petropoulos et al. (U.S. 7,047,502) discloses "Method And Apparatus for Mouse-Over Preview Of Contextually Relevant Information"

11. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action.

Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Manglesh M. Patel whose telephone number is (571) 272-5937. The examiner can normally be reached on M,F 8:30-6:00 T,TH 8:30-3:00 Wed 8:30-7:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Stephen S. Hong can be reached on (571)272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Manglesh Patel
Patent Examiner
October 13, 2006



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